

Overall editorial vision of the content:

We would like the content/narrative of the website to be written from the view point of the client. Using this perspective we give new visitors an insiders-view of what is happening at Family Service.

Included below are pieces from our Key Message and Brand strategy project and it encapsulates our organization, our products and services, and provides a general idea of who we serve.

Elevator Pitch:

Family Service transforms lives through a comprehensive array of community service programs for those in need. Our hand-up, not handout, approach empowers children, families and older adults with life-long skills to build a self-sufficient future.

Family Service in 30 words:

Family Service, a private non-profit organization, provides life-changing skills and resources through innovative programs designed to empower those in need to become self-sufficient members of the community.

Family Service in 100 words:

Family Service transforms lives by offering innovative programs designed to empower all those in need to realize their full potential and become self-sufficient members of the community. Family Service is the only local organization that provides a comprehensive array of multi-generational programs to all children, families and older adults who need a hand-up, not a handout, regardless of their ability to pay. Whether supporting children, families or older adults the capacity for this vital community organization to expand its reach is virtually endless. Family Service continues to expand services and locations to so that we can serve even more people in need today, tomorrow and for many years to come.

Family Service in 250 words:

Family Service transforms lives by offering innovative and effective programs designed to empower all those in need to realize their full potential and become self-sufficient members of the community. Family Service is the only local organization that provides a comprehensive array of multi-generational programs to all children, families and older adults who need a hand-up, not a handout, regardless of their ability to pay. Dignity and self-sufficiency are natural outcomes for those we serve who find effective resources and solutions to reach their goals and needs. The lasting impact on the individual, the family and the community helps us all to build a caring and strong community for now and for future generations.

With the support of our caring community, our dedicated Auxiliaries and Board and our highly trained staff, Family Service has grown to assist nearly 20,000 people annually. Our programs

are offered in four languages to serve the diverse and ever-changing needs of our community. Our downtown San Mateo facilities, combined with accessible locations throughout the community, provide an invaluable one-stop resource for all those we serve.

Whether we're providing quality, affordable childcare, offering a safe haven to families in crisis, or furnishing older adults with the tools to lead healthy and independent lives—the capacity for this vital community organization to expand its reach is virtually endless.

Family Service continues to expand services and locations to so that we can serve even more people in need today, tomorrow and for many years to come.

Key Features of Our Products / Services

- Comprehensive array of effective community service programs
- Programs serve those in need of all ages – children, families and older adults
- Professional and dedicated teachers, advisors and staff
- Impressive and reassuring facilities
- Multiple community locations
- Strong, viable organization serving the needs of the community for 60 years

Key Benefits of Our Products / Services

Programs and Services

- Provides resources to resolve current needs and lasting skills to build a self-sufficient future
- Provides dignity, self-reliance and opportunities for a better life
- Contributes to building a caring and strong community

Auxiliaries and Board

- Offers a way to contribute locally and make a difference in the lives of others
- Offers a way to meet and work with others in a meaningful way
- Provides a social return on investment (Social ROI)

Vision

Family Service aspires to be renowned as the Bay Area's most respected provider of state-of-the-art social service programs that transform lives and build a strong and caring community.*

*Note: This is a working draft of the Vision Statement.

Mission

Family Service empowers children, families and older adults to achieve and maintain self-sufficiency, building a strong and caring community. We offer programs in these areas:

- Child Development and education
- Support of healthy family interaction
- Parent Education and coaching
- Wellness and life-long learning for older adults
- Financial empowerment

We work in partnership with our clients in a helping hand approach that provides comprehensive services so that children, families and older adults can acquire the tools and skills for lasting change.

Positioning

REAL IMPACT

Family Service **transforms lives** of children, families, and older adults by offering a **comprehensive array of effective programs** designed to empower those in need to become **self-sufficient members of the community**.

Support to Positioning Statement:

- **Whom do we serve:** We serve those who need a hand-up, not a hand out, to achieve a self-reliant future.
- **Why we are more effective:** Family Service offers a comprehensive array of programs tailored to meet the changing needs of the local community.
- **What we provide:** Dignity and self-sufficiency are natural outcomes for children, families and older adults who find effective solutions to reach their goals and needs. We provide a hand-up, not a handout with lasting results through:
 - A safe and healthy environment
 - Innovative and developmental life skills, tools and resources
 - Caring and professional staff

Unique Proposition

Family Service is the only local organization that provides a comprehensive array of multigenerational programs to all children, families, and older adults who need a hand-up not a handout, regardless of their ability to pay. As a result, those we serve become self-sufficient through the tools they receive to reach their full potential to thrive in life and in the community for generations to come.

Brand Values / Personality

#1 **Real Impact:** empowering, dignity, enriching, encouraging, inspiring, self-reliance, full potential, practical, leader, entire family, stronger community, thrive, vida, tools, transform, lasting change, self-sufficiency, breaking the cycle, generations (all generations served & all generations together)

#2 **Broad Range of Programs:** comprehensive programs, quality, hand-up not handout, productive, professional (programs), professional (instructors), positive results, self-sufficiency, experience, individualized solutions, empowering, one-stop-shopping, coordinated, thorough, collaborative, state-of-the-art, best practices, nimble, flexible, accountable, early adapter, happy, play-based

#3 **Community based:** welcoming, warm, caring, happy, joyful, family, supportive, safe, positive, respectful, thoughtful environment, inclusive, a helping hand, vibrant, vida, generations, local, own-back-yard, neighbor, alive, give-where-you-live